**EXPERIENCE CRUZE IN 3D**
by holding up this brochure to your webcam.

*Go to cruze3d.chevrolet.ca for details.*

DON'T JUST DRIVE.

# CRUZE

## The All-New 2011 Chevrolet Cruze.

CHEVROLET.CA

190-11-B-002E

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DON'T JUST DRIVE.

# CRUZE

## The All-New 2011 Chevrolet Cruze.

CHEVROLET

# 6 CONTINENTS BUILT IT.
# 60 COUNTRIES LOVE IT.
# 6 MILLION TEST KILOMETRES PROVED IT.

European model shown.

Chevrolet took the long route in the development of its new global compact car. Logging over six million kilometres in testing. Launching in more than 60 countries before landing on Canadian soil. Along the way, it earned uniformly positive press and a host of the world's most prestigious international awards.

Just how good a reputation has Cruze already earned? Here's a sampling.

**INTERNATIONAL AWARDS:**

- AutoBest 2010 winner by European journalists
- New Car of the Year – India
- Business Standard Motoring Best Value for Money Car of the Year
- World Touring Car Championship multiple race winner

Experience the new benchmark for the compact class. Don't just drive. Cruze. The all-new 2011 Chevrolet Cruze.

**chevrolet.ca**

AR *You've never seen Cruze like this. Get to know Chevrolet's all-new, all-best compact car in an interactive 3D experience. No glasses required. Go to the back cover to find out how.*

**INTERNATIONAL MEDIA QUOTES:**

*"OVERALL, THE CRUZE IS QUITE AN IMPRESSIVE EFFORT, WHICH, AT LEAST IN TERMS OF REFINEMENT AND COMFORT, ALMOST FEELS LIKE SOMETHING FROM THE SIZE OR PRICE BRACKET ABOVE."*

– The Independent (UK)

*"THE NEW CRUZE, WITH ITS EXCELLENT FUEL ECONOMY, CLASS-LEADING SAFETY EQUIPMENT AND LOW PRICE TAG, WILL DEFINITELY GIVE THE IMPORTS A RUN FOR THEIR MONEY."*

– RoadandTrack.com, July 2010

*"AT THE PRICE GMI IS ASKING FOR THE CRUZE, IT SIMPLY OVERWHELMS COMPARABLE OFFERINGS FROM COMPETITION, LIKE THE HONDA CIVIC, THE TOYOTA COROLLA..."*

– Business Standard Motoring (India)

*"SIMPLY PUT, WE LOVE IT..."*

– Autoblog.com

*"THE MOST IMPRESSIVE THING ABOUT THE CRUZE WAS ITS HANDLING."*

– RoadandTrack.com, July 2010

DON'T JUST DRIVE.
CRUZE
The All-New 2011 Chevrolet Cruze.

# TESTED ON 6 CONTINENTS

*"THIS NEW MODEL IS GOING TO SHAKE UP A COMPACT SEGMENT THAT'S GENERALLY BEEN THE DOMAIN OF THE IMPORTS."*

– CanadianDriver.com

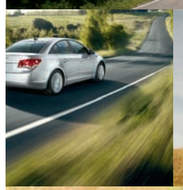
## IT CRUZED THE PLANET. NOW YOU CAN TOO.

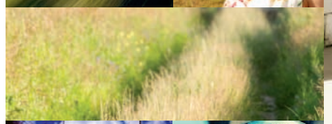
Six million kilometres of real-world testing. On some of the most demanding proving grounds the world has to offer. From the heat of the Arabian desert to the deep cold of Kapuskasing, Ontario – and from the mountain passes of the Alps to the mud of Thailand's monsoons. It just may be the most exhaustive testing any car has ever endured. So what does that say about a car – and a car company? It says that there is no shortcut to enduring quality. And there's no substitute for real-world driving and the refinements it generates – if you want to truly establish a new standard of excellence.

That is precisely what Chevrolet set out to achieve in the unprecedented effort behind this new compact car. Designed, engineered and manufactured on three continents – and available around the globe. The critics have weighed in with their accolades. Now it is time for you to give it the ultimate once-over.

Don't just read about it. Don't just drive. Cruze.
The all-new 2011 Chevrolet Cruze.

**JUST HOW FAR IS 6,000,000 KILOMETRES?**
Cruze surpassed 6,000,000 km in testing. That's equivalent to more than 1000 trips between Halifax and Vancouver or almost 150 laps around the Earth. Or more than seven times from the Earth to the Moon and back. In other words, lots of kilometres – and lots of tweaking along the way.





# CRUZE ACROSS CANADA

*"THE CRUZE IS A BALANCED PACKAGE OFFERING A LOT OF EVERYTHING. THIS IS EXACTLY WHERE CHEVROLET NEEDS TO BE."*

– Cars.com

*"CHEVROLET HAS BUILT A BETTER MOUSETRAP."*

– Detroit Free Press

*"A HUGE QUANTUM LEAP UP AND FORWARD…"*

– AutoSavant.com

Cruze LTZ Turbo, shown in Silver Ice Metallic with available RS Appearance Package.

## "THE CLASS OF ITS CLASS …"

– MSN Autos

It looks different because it is different. The all-new Chevrolet Cruze arrives in Canada ready to overturn the status quo that has shaped compact cars for years. With a sleek design and a list of credentials that separate it from all other compact cars.

The time has come for a new era in compact cars. And the car that is ushering in that fundamental change? None other than Cruze. What AutoWeek.com calls the "grown-up small car."

**BEST-IN-CLASS FUEL EFFICIENCY**

Innovative technology and turbocharged power lead to breakthrough fuel efficiency in Cruze. In fact the 1.4L ECOTEC® Turbo engine is expected to make Cruze the most fuel-efficient car in its class, delivering 5.0 L/100 km highway and 7.1 L/100 km city fuel consumption ratings.*

**CLASS-EXCLUSIVE 10 AIR BAGS**

Something else you can count on with the all-new Cruze – a comprehensive list of safety equipment that includes 10 standard air bags. That's a number no competitor offers.**

**BEST-IN-CLASS COVERAGE**

Cruze is backed by the best coverage in Canada, including a Powertrain Component Limited Warranty, Courtesy Transportation and 24/7 Roadside Assistance that all last 5 years or 160,000 km.†

* Based on 2011 Cruze Eco model equipped with a 6-speed manual transmission. Fuel consumption ratings based on preliminary GM testing in accordance with approved Transport Canada test methods. Competitive information based on Natural Resources Canada's 2010 Fuel Consumption Guide and WardsAuto.com 2010 Upper Small Car segment. Your actual fuel consumption may vary. Excludes hybrid and diesel models. 2011 Cruze Eco begins production November 2010.

** Based on WardsAuto.com 2010 Upper Small Car segment and latest competitive information available at time of printing.

† Whichever comes first. Conditions and limitations apply, see dealer for details. Based on latest competitive information available at time of printing. Excludes other GM models.

# START CRUZING

*"ONE OF THE HIGHEST COMPLIMENTS YOU CAN PAY A CAR IS TO SAY IT FEELS MORE EXPENSIVE THAN IT IS, AND THAT'S THE CASE WITH THE CRUZE ..."*

– Cars.com

Cruze LT Turbo+, shown in Jet Black/Sport Red with available RS Appearance Package and other available equipment.

## BLUETOOTH. USB. HELLO WORLD.

"Driving" describes a functional way of getting places. Cruze is something altogether different. As Autoblog.com makes clear: "The Cruze makes no qualms about the fact that first and foremost it's here to, well, cruise." That is clear as soon as you take your seat in this Corvette-inspired twin-cockpit design. Use the standard manual six-way front bucket seats and the tilt and telescoping steering column to find your best cruising position. And use the latest communications and entertainment technology included in the available Connectivity Package. It takes you far beyond what you'd expect from a car in its class, with Bluetooth® mobile phone connectivity, and a USB port you can operate with steering wheel-mounted audio controls, plus OnStar®* with six months of the Directions & Connections Plan and Turn-by-Turn Navigation.

A more engaging form of driving – is that too much to ask of a compact car? Just ask Edmunds.com. It looked beyond Cruze's very practical side, declaring: "The 2011 Cruze is more than equal to those big-selling Japanese compacts and has enough going on to pique the interest of enthusiast drivers, too." Awaken your love of driving – or should we say Cruzing?

* Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions.

The Cruze cockpit reveals its sporty personality in a number of ways. The Ice Blue LED backlit analogue gauge cluster not only enhances your engagement while driving – it also improves legibility at night.

# EVERYONE CAN CRUZE

*"TRIPLE-SEAL DOORS, A LAMINATED WINDSHIELD AND HYDRAULIC ENGINE MOUNTS MAKE THE CABIN LEXUS-QUIET. WE KNOW THAT SOUNDS ABSURD, BUT WE DON'T MAKE THE COMPARISON LIGHTLY."*

– Autoblog.com

*"THE INTERIOR IS SPACIOUS. VISIBILITY IS OUTSTANDING. ON THE ROAD, THE CRUZE IS GENUINELY QUIET – NOT FROM AN OVERABUNDANCE OF INSULATION, BUT FROM THOUGHTFUL DESIGN."*

– TheTruthAboutCars.com, July 31, 2010

Cruze LTZ Turbo, shown in Cocoa/Light Neutral with available equipment.

## "...THE INTERIOR OF THE CRUZE SHINES." – CarandDriver.com, March 2009

Who says that a compact car can't offer the upscale features and finishes you expect from a luxury car? Clearly, Cruze is up to the challenge, beginning with more interior cabin room than either Honda Civic, Toyota Corolla or Mazda3 Sedan.* And the interior isn't only spacious – its bold approach to design is revealed by the sporty available two-tone interiors on LT Turbo and LTZ Turbo models. Then turn your attention to roominess that is nothing short of a revelation in the compact car class. And a thorough attention to detail is prominently displayed with finishing touches like the French stitching on the luxurious Cruze LTZ Turbo's heated front bucket seats with leather-appointed seating surfaces. There's much more to Cruze's personality, with a remarkably high level of refinement that is sure to get everyone into Cruze mode.

* Based on WardsAuto.com 2010 Upper Small Car segment and latest competitive information available at time of printing.

Cruze's interior isn't just stylish – it's highly functional. A good example is the versatility offered by the standard 60/40 split-folding rear seats that open up an extended cargo pass-through to the trunk.

"SEGMENT-BUSTING FUEL ECONOMY." – MSN Autos
"IF YOU THINK YOU NEED HYBRIDS OR ELECTRIC POWER TO GET ASTOUNDING GAS MILEAGE, LOOK AT THE LATEST ENTRY FROM CHEVROLET."
– USA Today
CRUZE
Cruze Eco, shown in Silver Ice Metallic.

**AUTOMATIC AIR SHUTTER SYSTEM**

The problem: at low speeds airflow through the grille is required to cool the engine – but at highway speeds reduced wind drag is required to maximize fuel efficiency. The solution? Chevrolet engineers designed an automatic air shutter system housed just behind the front grille. Its sensors monitor wind and temperature, then open or close the shutters automatically, when appropriate.

*"THE REAL FUN OF THE JOB IS WHEN WE DISCOVER SOMETHING NEW OR INNOVATIVE THAT ALLOWS US TO DO SOMETHING BETTER THAN WE OR OUR COMPETITION HAS DONE BEFORE."*

– Greg Fadler, Chevrolet's aerodynamic engineer group manager

## "... A THOROUGHLY WELL-ENGINEERED CAR ..." – CarandDriver.com, March 2009

Breakthrough thinking and innovative engineering were required for Cruze to set its anticipated Best-in-Class fuel efficiency standard.* That starts with the 1.4L ECOTEC Turbo four-cylinder engine that is standard on Cruze Eco, LT Turbo and LTZ Turbo models. In other words the Turbo is standard on all but Cruze LS, which features the fuel-efficient 136 horsepower 1.8L ECOTEC dual overhead cam four-cylinder engine.

**TURBOCHARGED ADVANTAGES**

The 1.4L ECOTEC Turbo engine combines a small displacement with the enhanced turbocharged torque needed for added acceleration and passing power, while also achieving outstanding fuel efficiency. The ECOTEC Turbo delivers its power with minimal lag and runs on regular fuel. It also features torque and fuel-efficiency optimizing Variable Valve Timing (VVT) and a variable displacement oil pump that reduces the amount of torque required to pump the oil, further increasing fuel efficiency.

**IT'S NOT ONLY CRUZE ECO THAT'S ECO-FRIENDLY**

Cruze Eco is expected to produce Best-in-Class 5.0 L/100 km highway and 7.1 L/100 km city fuel consumption ratings.* It also features lightweight 17-in. forged polished alloy wheels, low rolling-resistance tires and enhanced aerodynamics highlighted by a class-exclusive** automatic air shutter system behind the front grille. This represents a new way of thinking at Chevrolet. Where nothing less than Best-in-Class is accepted.

Cruze's eco-friendly credentials extend to a cartridge oil filter that makes for easier filter disposal and recycling compared with conventional steel canister-style oil filters.

But what awaits you on the open road behind the wheel of Cruze is a different form of satisfaction. Cruze holds the road as well as it holds your attention, with a showcase of advanced handling technologies, including the StabiliTrak® electronic stability control system, traction control and a Z-link design rear suspension.† Take full control of all aspects of driving – with Cruze.

* Based on 2011 Cruze Eco model equipped with a 6-speed manual transmission. Fuel consumption ratings based on preliminary GM testing in accordance with approved Transport Canada test methods. Competitive information based on Natural Resources Canada's 2010 Fuel Consumption Guide and WardsAuto.com 2010 Upper Small Car segment. Your actual fuel consumption may vary. Excludes hybrid and diesel models. 2011 Cruze Eco begins production November 2010.

** Based on WardsAuto.com 2010 Upper Small Car segment and latest competitive information available at time of printing.

† Z-link design not included on Cruze Eco model equipped with a manual transmission.

# SAFETY IN NUMBERS

*"...PEOPLE ARE MORE VALUABLE THAN SHEET METAL, AND EXAMINING A CAR THAT HAD BEEN HIT AT 64 KM/H IN A 40 PER CENT OFFSET ON THE DRIVER'S SIDE, I WAS ABLE TO OPEN AND CLOSE THE DRIVER'S DOOR JUST AS IF THE CAR WAS IN THE SHOWROOM."*

– CanadianDriver.com

## 10 AIRBAGS. 9 LIVES.

Don't look at Cruze simply in the context of other compact cars, because Cruze was engineered and equipped to set an extraordinarily high standard of safety, regardless of class or price range. That refers to its collision avoidance features, just as it does to its extensive, unprecedented series of occupant protection measures.

Standard driver control features include the Stabilitrak electronic stability control system, traction control and four-wheel anti-lock brakes. StabiliTrak continuously monitors steering angle, wheel speeds, brake pressure and lateral acceleration. If the system detects a lateral skid, it intervenes by adjusting brake pressure and engine power to help return your vehicle to its intended driving line. As an electronic stability control system, it has proven to reduce the risk of a fatal single-vehicle crash by a remarkable 36 percent.*

The occupant protection includes a Best-in-Class 10 standard air bags – four more than either Honda Civic or Toyota Corolla,** on top of a fortress-like body structure.

It all adds up to a higher level of safety – and peace of mind.

* According to information published by the U.S. Department of Transportation's National Highway Traffic Safety Administration, July 2007.

** Based on WardsAuto.com 2010 Upper Small Car segment and latest competitive information available at time of printing.

# A WHOLE NEW PECKING ORDER

*"IT'S WELL-POSITIONED AGAINST THE CIVIC AND COROLLA. I BELIEVE THAT IT BEATS BOTH OF THOSE CARS IN SIGNIFICANT, MEASURABLE WAYS. THIS IS WHAT IT IS: A GOOD CAR, A BOLD CAR, A CAR FOR WHICH NO PURCHASER NEED MAKE AN EXCUSE OR FEEL ANY CONCERN. THIS IS WHAT IT MIGHT BE: GREAT. THAT'S FOR THE BUYER TO DECIDE."*

– TheTruthAboutCars.com, July 31, 2010

*"WHEN COMPARED TO THIS SEGMENT'S TRADITIONAL LEADERS, THE HONDA CIVIC AND TOYOTA COROLLA, THE CRUZE IS FULLY COMPETITIVE (OR EVEN BETTER) IN TERMS OF DESIGN AND DRIVING DYNAMICS."*

– Edmunds.com

Cruze LT Turbo+, shown in Crystal Red Tintcoat with available RS Appearance Package.

## THERE'S SIMPLY NO COMPARISON.

What matters to you in your choice of a new car? Fuel efficiency? Safety? Warranty coverage? Style? Cool features? The reality for most people is that they don't choose a car based on one factor, but on a combination. You weigh the total package of what one car has versus what another has to offer against its competitors.

When Chevrolet set out to create the Best-in-Class compact car, it set the bar very high. And as you can see in this competitive comparison, it exceeded the competition in almost every category.

| | **2011 Chevrolet Cruze Eco** | 2010 Honda Civic Sedan* | 2010 Toyota Corolla* | 2010 Mazda3 Sedan* |
|---|---|---|---|---|
| **Horsepower** | **138** | 140 | 132 | 148 |
| **Torque (lb.-ft.)** | **148** | 128 | 128 | 135 |
| **Highway Fuel Consumption Rating**** | **5.0 L / 100 km 1.4L Turbo engine and 6-speed manual** | 5.4 L / 100 km 1.8 L engine and 5-speed manual | 5.6 L / 100 km 1.8 L engine and 5-speed manual | 5.9 L / 100 km 2.0 L engine and 5-speed manual |
| **City Fuel Consumption Rating**** | **7.1 L / 100 km 1.4L Turbo engine and 6-speed manual** | 7.4 L / 100 km 1.8 L engine and 5-speed manual | 7.5 L / 100 km 1.8 L engine and 5-speed manual | 8.1 L / 100 km 2.0 L engine and 5-speed manual |
| **Standard Air Bags** | **10** | 6 | 6 | 6 |
| **Passenger Room** | **2679 L** | 2574 L | 2605 L | 2665 L |
| **Headroom Front/Rear** | **998 / 963 mm** | 1001 / 951 mm | 985 / 946 mm | 987 / 953 mm |
| **Legroom Front/Rear** | **1074 / 898 mm** | 1072 / 878 mm | 1059 / 921 mm | 1068 / 919 mm |
| **Trunk Capacity** | **425 L** | 340 L | 348 L | 335 L |
| **Powertrain Warranty†** | **5-year / 160,000 km** | 5-year / 100,000 km | 5-year / 100,000 km | 5-year / 100,000 km |

* Based on latest competitive information available at time of printing.

** Based on 2011 Cruze Eco model equipped with a 6-speed manual transmission. Fuel consumption ratings based on preliminary GM testing in accordance with approved Transport Canada test methods. Competitive information based on Natural Resources Canada's 2010 Fuel Consumption Guide. Your actual fuel consumption may vary. 2011 Cruze Eco begins production November 2010.

† Whichever comes first. Conditions and limitations apply, see your dealer for details.

INFOTAINMENT

# CONNECTED. ENTERTAINED.

Cruze opens a world of communications and entertainment features that keep you in touch with your friends and family, while also keeping you and your fellow travellers engaged every kilometre of the way.

**XM SATELLITE RADIO***
You can choose from up to 130 channels of XM Satellite Radio™. It's already enjoyed by more than 9 million subscribers – it includes a 12-month trial period and it's standard on Cruze LT Turbo, LT Turbo+, LTZ Turbo and Eco and available on Cruze LS+. It includes everything from a vast range of musical genres, to news, talk, comedy and sports channels – including more than 1000 NHL games.

**USB PORT**
An available USB port enables you to operate an MP3 player and access music on a flash drive. Standard on Cruze LT Turbo+ and LTZ Turbo and available on Cruze LS+, Eco and LT Turbo models.

**PIONEER PREMIUM 9-SPEAKER SOUND SYSTEM**
The Pioneer® system is powered by a 250-watt amplifier and employs high frequency tweeters, a live-staging centre channel speaker and a large sub-woofer to deliver a high-end audio experience that is unique in the compact car class. The system is standard on Cruze LTZ Turbo and available on Cruze Eco, LT Turbo and LT Turbo+ models.

**BLUETOOTH**
Bluetooth hands-free wireless connectivity enables you to make, answer and end calls on compatible mobile phones, using available steering wheel-mounted controls. Standard on Cruze LT Turbo+ and LTZ Turbo and available on Cruze LS+, Eco and LT Turbo models.

*Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit xmradio.ca for details.

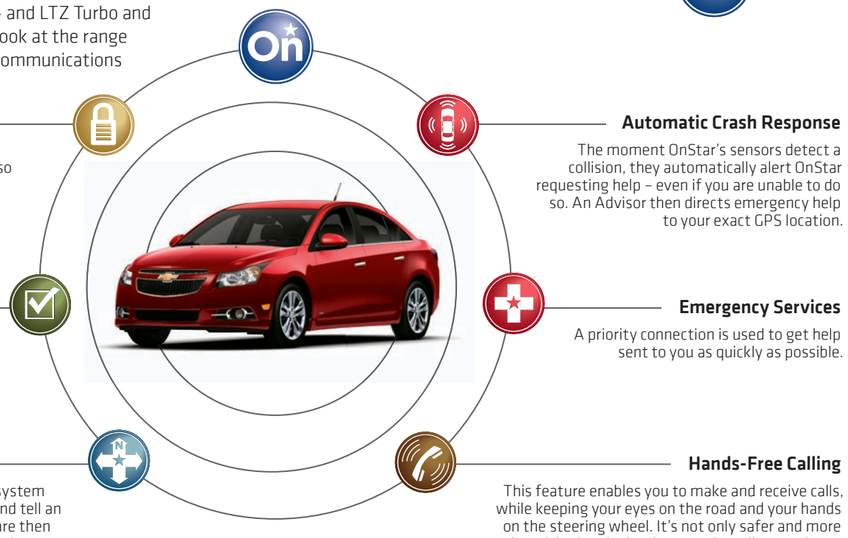
ONSTAR

OnStar** and six months of the Directions & Connections Plan are standard on Cruze LT Turbo+ and LTZ Turbo and available on all other models. Take a look at the range of safety, security, information and communications features that are included.

**Security Services**
If your vehicle is stolen, OnStar's GPS technology helps police locate it. OnStar also includes remote door unlock, plus remote horn and light services.

**Vehicle Diagnostics**
You can receive monthly emails updating the status of your vehicle's key operating systems.

**Turn-by-Turn Navigation**
It's the simplest and smartest navigation system available. Simply push the OnStar button and tell an Advisor where you are going. Instructions are then downloaded to your vehicle, giving you turn-by-turn directions to your destination.



**Automatic Crash Response**
The moment OnStar's sensors detect a collision, they automatically alert OnStar requesting help – even if you are unable to do so. An Advisor then directs emergency help to your exact GPS location.

**Emergency Services**
A priority connection is used to get help sent to you as quickly as possible.

**Hands-Free Calling**
This feature enables you to make and receive calls, while keeping your eyes on the road and your hands on the steering wheel. It's not only safer and more convenient, it's also the law in many Canadian provinces.

** Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions. OnStar acts as a link to existing emergency providers.

OVERVIEW

# CRUZE MODEL OVERVIEW

**CRUZE LS**
*Cruze LS includes these standard features:*
- 136 hp 1.8L ECOTEC 4-cylinder engine with Variable Valve Timing (VVT)
- GM Oil Life Monitoring System
- 6-speed manual transmission (6-speed automatic available)
- 4-wheel independent suspension
- 4-wheel anti-lock braking system (ABS)
- StabiliTrak electronic stability control system
- Traction control
- 16-in. wheels with silver-painted wheel covers
- Remote keyless entry system
- Vehicle content theft alarm
- 10 air bags
- Driver Information Centre
- Power windows and door locks
- Tilt and telescopic steering column
- Front bucket seats with manual 6-way seat adjusters
- Premium cloth seating surfaces
- 60/40 split-folding rear seatbacks with articulating centre armrest
- 6-speaker sound system with CD player, MP3 playback, auxiliary audio input jack and single line display.

**CRUZE LS+**
*Cruze LS+ Preferred Equipment Group enhances Cruze LS features with:*
- Air conditioning
- 6-speaker sound system with CD player, MP3 playback, auxiliary audio input jack and graphic display
- XM Satellite Radio with 12-month trial period.*

**CRUZE LT TURBO**
*Cruze LT Turbo enhances Cruze LS+ features with:*
- 138 hp 1.4L Turbocharged ECOTEC 4-cylinder engine with Variable Valve Timing (VVT)
- 6-speed automatic transmission
- Heated, power exterior mirrors, body-coloured
- Cruise control.

**CRUZE LT TURBO+**
*Cruze LT Turbo+ Preferred Equipment Group enhances Cruze LT Turbo features with:*
- 16-in. 5-spoke machined-face alloy wheels
- Bluetooth mobile phone connectivity
- Console-mounted USB port for MP3 player connectivity
- Leather-wrapped steering wheel with sound system controls (includes leather-wrapped shifter)
- OnStar†† with 6 months of the Directions and Connections Plan featuring Turn-by-Turn Navigation.

**CRUZE LTZ TURBO**
*Cruze LTZ Turbo enhances Cruze LT Turbo+ Preferred Equipment Group features with:*
- 4-wheel disc brakes with ABS
- Sport suspension with lowered ride height
- Remote vehicle starter system
- 17-in. 5-spoke flangeless machined-face alloy wheels
- Ultrasonic rear parking assist
- Automatic climate control
- Auto-dimming interior rear-view mirror
- Up-level analogue gauge cluster
- Leather-appointed seating areas
- Power 6-way driver's seat adjuster
- Heated front bucket seats
- 9-speaker Pioneer premium sound system with 250-Watt amplifier.

**CRUZE Eco†**
*Cruze Eco enhances Cruze LT Turbo features with the following unique equipment:*
- Eco-specific 6-speed manual transmission with lower final drive ratio and triple overdrive gearset (6-speed automatic available)
- Aero Package with lower front grille featuring unique air shutter system, unique air dam, underbody aero panels and rear spoiler
- 17-in. forged lightweight polished alloy wheels with low rolling-resistance tires
- Unique rear suspension (manual transmission only)
- Tire inflator kit (replaces compact spare).

* Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit xmradio.ca for details.

** Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions.

† 2011 Cruze Eco begins production November 2010.

# 2011 CRUZE STANDARD & OPTIONAL FEATURES

| SAFETY AND SECURITY | LS | ECO | LT TURBO | LTZ TURBO |
|---|---|---|---|---|
| **Air bags** – dual-stage, driver and front-passenger, frontal with Passenger Sensing System | S | S | S | S |
| **Air bags** – driver and front-passenger, knee protection | S | S | S | S |
| **Air bags** – front and rear outboard, seat-mounted side-impact | S | S | S | S |
| **Air bags** – front-to-rear, head curtain side-impact | S | S | S | S |
| **Brake/transmission shift interlock feature** (automatic transmission only) | S | S | S | S |
| **Door locks** – power with lock-out protection | S | S | S | S |
| **Door locks** – rear door, child-security | S | S | S | S |
| **Headlights** – halogen, Daytime Running Lights with automatic light control and delay feature | S | S | S | S |
| **Keyless entry system** – remote with Panic feature | S | S | S | S |
| **OnStar* In-Vehicle Communications and Assistance Service** – includes 6 months of the Directions & Connections Plan with Turn-by-Turn Navigation | O | O | O | S |
| **Safety restraints** – LATCH (Lower Anchors and top Tethers for Children), rear seats | S | S | S | S |
| **StabiliTrak** – electronic stability control system | S | S | S | S |
| **Theft-deterrent system** – vehicle content theft alarm | S | S | S | S |
| **Theft-deterent system** – electronic immobilizer | S | S | S | S |
| **Traction control** – electronic, full-function, all-speed | S | S | S | S |
| **Ultrasonic rear parking assist** – rear obstacle detection with audible/visible warning | – | – | – | S |

| MECHANICAL | | | | |
|---|---|---|---|---|
| **Battery** – with run-down protection | S | S | S | S |
| **Brakes** – power, front disc/rear drum | S | S | S | – |
| **Brakes** – power, 4-wheel disc | – | – | O[1] | S |
| **Brakes** – 4-wheel anti-lock braking system (ABS) | S | S | S | S |
| **Drive** – front-wheel | S | S | S | S |
| **Engine** – 1.8L ECOTEC I-4 VVT with MFI Horsepower – 136 @ 6300 rpm; Torque – 123 lb.-ft. @ 3800 rpm | S | – | – | – |
| **Engine** – 1.4L Turbocharged ECOTEC I-4 VVT with MFI Horsepower – 138 @ 4900 rpm; Torque – 148 lb.-ft. @ 1850 rpm | – | S | S | S |
| **Engine** – 1.4L Turbocharged ECOTEC I-4 VVT with MFI Horsepower – 138 @ 4900 rpm; Torque – 148 lb.-ft. @ 1850 rpm | – | S | S | S |
| **Engine** – oil pan heater | O | O | O | O |
| **Exhaust system** – aluminized stainless steel | S | S | S | S |
| **Steering** – power, electric, speed-sensitive, rack-and-pinion | S | S | S | S |
| **Suspension** – front MacPherson strut/rear compound-crank with Z-link design | S | S[2] | S | S |
| **Suspension** – Sport-tuned with lowered ride height | – | S | O[1] | S |
| **Transmission** – 6-speed manual with overdrive | S | – | – | – |
| **Transmission** – 6-speed manual, Eco-specific with triple overdrive gearset | – | S | – | – |
| **Transmission** – 6-speed automatic with overdrive | O | O | S | S |
| **Vehicle starter system** – remote | – | O | O | S |

| EXTERIOR | | | | |
|---|---|---|---|---|
| **Aero Package** – Eco-specific with lower front grille, air shutters and air dam, underbody aero panels and rear spoiler | – | S | – | – |
| **Door handles** – body-colour | S | S | S | – |
| **Door handles** – body-colour with chrome strip | – | – | – | S |
| **Glass** – Solar-Ray, tinted, all windows | S | S | S | S |
| **Mirrors** – manual folding, left and right manual, black | S | – | – | – |
| **Mirrors** – manual folding, power remote control, heated, body-colour | – | S | S | S |
| **Spoiler** – rear deck-lid | – | S | O[1] | O[1] |
| **Sunroof** – power, sliding glass panel | – | – | O | O |

| EXTERIOR (CONTINUED) | LS | ECO | LT TURBO | LTZ TURBO |
|---|---|---|---|---|
| **Tires** – P215/60R16 all-season** | S | – | S | – |
| **Tires** – P215/55R17 all-season** low rolling-resistance | – | S | – | – |
| **Tires** – P225/50R17 all-season** | – | – | – | S |
| **Tires** – P225/45R18 all-season** | – | – | O[1] | O[1] |
| **Tire repair kit** – tire sealant and inflator kit replace the standard compact spare tire and wheel | O | S | O | O |
| **Wheels** – 16" x 6.5" steel with silver-painted wheel cover (A) | S | – | S | – |
| **Wheels** – 16" x 6.5" 5-spoke machined-face alloy (B) | – | – | O[3] | – |
| **Wheels** – 17" x 7" Eco-specific forged lightweight polished alloy (C) | – | S | – | – |
| **Wheels** – 17" x 7" 5-spoke machined-face alloy, flangeless (D) | – | – | – | S |
| **Wheels** – 18" x 7" double 5-spoke silver-painted alloy, flangeless (E) | – | – | O[1] | O[1] |
| **Windshield wipers** – 2-speed with variable delay (intermittent) | S | S | S | S |

| INTERIOR | | | | |
|---|---|---|---|---|
| **Air conditioning** – manual | O[4] | S | S | – |
| **Air conditioning** – automatic climate control | – | – | – | S |
| **Air filtration system** – particulate/pollen filter | O[4] | S | S | S |
| **Auxiliary power outlets** – console-mounted, one front and one rear, 12-volt | S | S | S | S |
| **Console** – front floor with sliding armrest, storage, dual cupholders | S | S | S | S |
| **Cruise control** – electronic with resume, coast and decelerate/accelerate features | – | S | S | S |
| **Defogger** – electric rear window | S | S | S | S |
| **Floor mats** – front and rear, carpeted | O[5] | S | S | S |
| **Heat ducts** – rear seat, floor | S | S | S | S |
| **Instrumentation** – analogue cluster (includes speedometer, tachometer and fuel gauge with chrome accent rings) | S | S | S | – |
| **Instrumentation** – up-level analogue cluster (includes speedometer, tachometer and fuel gauge, reminder display, compass, chrome accent rings and translucent bezels) | – | – | O[1] | S |
| **Instrumentation** – Driver Information Centre (includes 2 trip odometers, average speed, fuel range, fuel economy, GM Oil Life Monitoring System and programmable features) | S | S | S | S |
| **Instrumentation** – tire pressure monitoring system | O | O | O | O |
| **Lights** – dome, illuminated entry/exit with ignition key removal, delayed illumination theatre dimming, interior roof courtesy, dual map lights and trunk | S | S | S | S |
| **Mirror** – rear-view, with auto-dimming feature | – | S | – | S |
| **Steering column** – tilt and telescopic adjustable | S | S | S | S |
| **Steering wheel** – sound system controls | – | O[6] | O[6] | – |
| **Steering wheel** – leather-wrapped with sound system controls (includes leather-wrapped shifter) | – | – | O[3] | S |
| **Sunshades** – LH and RH padded; covered driver and front-passenger vanity mirrors | S | S | S | – |
| **Sunshades** – LH and RH padded; covered driver and front-passenger illuminated vanity mirrors | – | – | – | S |
| **Trunk** – release, power remote | S | S | S | S |
| **Windows** – power, express-down all windows and passenger lock-out features | S | – | – | – |
| **Windows** – power, driver's express-up/down, power express-down all other windows and passenger lock-out features | – | S | S | S |

| SEATS | LS | ECO | LT TURBO | LTZ TURBO |
|---|---|---|---|---|
| Reclining front bucket seats with premium cloth and vertical adjusting head restraints | S | S | S | – |
| Reclining front bucket seats with leather-appointed seating areas and vertical adjusting head restraints | – | – | – | S |
| Heated, driver and front-passenger seats (3 temperature settings) | – | – | – | S |
| Manual 6-way driver seat adjuster | S | S | S | – |
| Manual 6-way passenger seat adjuster | S | S | S | S |
| Power 6-way driver seat adjuster | – | – | – | S |
| Seatback – rear, 60/40 split-folding with articulating centre armrest | S | S[7] | S | S |
| Storage – seat-back storage pockets, driver and passenger side | S | S | S | S |

| SOUND SYSTEMS | | | | |
|---|---|---|---|---|
| All Cruze sound systems include an electronically tuned AM/FM CD stereo with seek, scan, Radio Data System® (RDS), digital clock, TheftLock®, MP3 playback and auxiliary audio input jack | S | S | S | S |
| Display – single line | S | – | – | – |
| Display – graphical | O[4] | S | S | S |
| USB port | O[6] | O[6] | O[3,6] | S |
| Bluetooth – utilizes vehicle audio system, microphone, voice recognition and controls with Bluetooth enabled mobile phones | O[6] | O[6] | O[6] | S |
| XM Satellite Radio† – with 12-month trial period | O[4] | S | S | S |
| 6-speaker sound system | S | S | S | – |
| 9-speaker Pioneer premium sound system with 250-Watt amplifier | – | O | O | S |
| Navigation System†† – HDD-based with 178 mm (7 in.) display | – | – | O[8,9] | O |

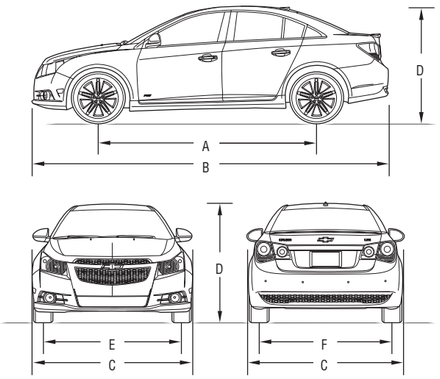
| OPTION PACKAGES | | | | |
|---|---|---|---|---|
| **RS Appearance Package** – includes ground effects package, rear deck-lid spoiler, fog lights, 18" x 7" double 5-spoke flangeless silver-painted alloy wheels, and P225/45R18 all-season** tires (includes 4-wheel disc brakes with ABS, lowered sport suspension, and up-level instrument cluster on LT Turbo+ model) | – | – | O[9] | O |
| **Connectivity Package** – includes Bluetooth mobile phone connectivity system, OnStar* with 6 months of the Directions & Connections Plan and Turn-by-Turn Navigation and steering wheel-mounted sound system controls (includes USB port on LS+ model) | O[5] | O | O | S |
| **Convenience Package** – includes power 6-way driver's seat adjuster, auto-dimming interior rear-view mirror, and driver and front-passenger illuminated, covered vanity mirrors | – | – | O | S |

| PREFERRED EQUIPMENT GROUP 1SB | LS + | LT TURBO+ |
|---|---|---|
| **Air Conditioning** – manual | • | • |
| **Sound system** – radio display, graphical line display | • | • |
| **XM Satellite Radio†** – 12-month trial period | • | • |
| **Wheels** – 16" x 6.5" 5-spoke machined-face alloy | | • |
| **Connectivity Package** – includes Bluetooth mobile phone connectivity system, OnStar* with 6 months of the Directions & Connections Plan and Turn-by-Turn Navigation and leather-wrapped steering wheel with sound system controls | | • |

S – Standard. O – Optional individually or in combination with other optional equipment.
• – Included with Preferred Equipment Group.
1 – Included with available RS Appearance Package.
2 – Eco with manual transmission deletes rear Z-link.
3 – Included with LT Turbo+ Preferred Equipment Group.
4 – Included with LS+ Preferred Equipment Group.
5 – Requires available LS+ Preferred Equipment Group.
6 – Included with available Connectivity Package.
7 – Eco with manual transmission deletes folding centre armrest.
8 – Requires Pioneer Premium Sound System.
9 – Requires available LT Turbo+ Preferred Equipment Group.

* Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions.
** All-season tires may not satisfy winter tire requirements in all regions of the country. Tires specifically designed for severe winter conditions and marked with the "winter tire" symbol may be required during certain months or in certain regions. Contact your Provincial, Municipal or local road authority for information regarding which tires are required in your particular area.
† Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit xmradio.ca for details.
†† At time of print, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas.

# DIMENSIONS




| EXTERIOR, mm (in.) | SEDAN |
|---|---|
| Wheelbase (A) | 2685 (105.7) |
| Length (B) | 4597 (181.0) |
| Width (C) | 1796 (70.7) |
| Height (D) | 1476 (58.1) |
| Front tread (E) | 1544 (60.7) |
| Rear tread (F) | 1558 (61.3) |

| INTERIOR, mm (in.) front/rear | |
|---|---|
| Headroom | 998/963 (39.3/37.9) |
| Legroom | 1074/898 (42.3/35.4) |
| Shoulder room | 1391/1369 (54.8/53.9) |
| Hip room | 1346/1331 (53.0/52.4) |

| CAPACITIES/WEIGHT | |
|---|---|
| Trunk, L (cu. ft.) | 425 (15.0) |
| Fuel tank, L (imp. gal.) | 59 (13.0)‡ |
| Curb weight (est.), kg (lb.) | |
| – LS | 1386 (3056) |
| – Eco | 1365 (3009) |
| – LT Turbo | 1427 (3146) |
| – LTZ Turbo | 1441 (3177) |

‡ Eco with manual transmission - 47.7 L (10.5 imp. gal.)

| TOWING‡‡ |
|---|
| 1.8L ECOTEC I-4 VVT 3.87/3.94 final drive ratio; 454 kg (1000 lb.) maximum gross trailer weight |
| 1.4L Turbocharged ECOTEC I-4 VVT 3.87 final drive ratio; 454 kg (1000 lb.) maximum gross trailer weight |

‡‡ When properly equipped. Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combinations. See your dealer or refer to the Cruze Owner's Manual for details. Towing not recommended with Cruze Eco.

## EXTERIOR COLOURS

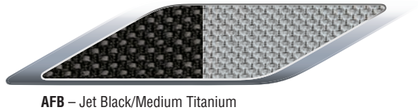
**GBE** – Crystal Red Tintcoat*,1 **GAN** – Silver Ice Metallic **GAZ** – Summit White **GAP** – Imperial Blue Metallic **GGW** – Taupe Gray Metallic **GAR** – Black Granite Metallic*

See Cruze in your favourite colour – in vivid 3D.
Go to the back cover of this brochure to find out how.

The exterior colours in this brochure are as close to the actual vehicle production colours as the printing process allows. For more accurate colour samples, ask your sales consultant to see the dealer showroom vehicle colour display.
*Available at extra cost.

## INTERIOR FABRICS

**Premium Cloth** – LS



**AFB** – Jet Black/Medium Titanium

**Premium Cloth** – Eco/LT Turbo



**AFC/AFP** – Jet Black/Medium Titanium **AFG/ABY** – Jet Black/Sport Red **AFF/ABX** – Jet Black

**Leather** – LTZ Turbo

**AAW** – Jet Black **AAX** – Jet Black/Brick **AAY** – Cocoa/Light Neutral

## EXTERIOR/INTERIOR COLOUR COMPATIBILITY

| ▼ Exterior / Interior ▶ Model ▶ | Jet Black Eco, LT, LTZ | Jet Black/ Medium Titanium LS, Eco, LT | Jet Black/Sport Red Eco, LT | Jet Black/Brick LTZ | Cocoa/ Light Neutral LTZ |
|---|---|---|---|---|---|
| **GAN** – Silver Ice Metallic | • | • | • | | |
| **GAP** – Imperial Blue Metallic | • | • | | | |
| **GAR** – Black Granite Metallic* | • | • | • | • | |
| **GAZ** – Summit White | • | • | • | | • |
| **GBE** – Crystal Red Tintcoat*,1 | • | • | • | | • |
| **GGW** – Taupe Gray Metallic | • | • | | | |

* Available at extra cost.
1 – Not available on LS.

## WHEELS

A – 16" x 6.5" steel with silver-painted wheel cover
B – 16" x 6.5" 5-spoke machined-face alloy
C – 17" x 7" Eco-specific forged lightweight polished alloy
D – 17" x 7" 5-spoke machined-face alloy, flangeless
E – 18" x 7" double 5-spoke silver-painted alloy, flangeless

## WARRANTY

### IT ISN'T FINE PRINT – IT'S A COMMITMENT.

Chevrolet builds its cars and trucks for the way you use them and drive them. But that's only step one. Every Chevrolet is also built to continue to live up to the highest standards, year after year. You can take added peace of mind in knowing that every Chevrolet is also backed by the best coverage in Canada:

- 3-year/60,000 km New Vehicle Limited Warranty*
- 5-year/160,000 km Powertrain Component Limited Warranty, with $0 deductible on repairs and the warranty is fully transferable at no charge*
- 5-year/160,000 km Courtesy Transportation*
- 5-year/160,000 km 24/7 Roadside Assistance*
- 6-year/160,000 km rust-through perforation coverage*
- 8-year/130,000 km coverage on catalytic converters and powertrain control modules (PCMs).*

* Whichever comes first. Conditions and limitations apply, see dealer for details.

**OTHER OWNERSHIP PRIVILEGES AND PROGRAMS:****

- **GM Protection Plan (GMPP)** – the only extended service plan backed by the resources and commitment of General Motors, GMPP may be purchased at the time of sale or subsequently during the New Vehicle Limited Warranty period
- **GM Goodwrench Service** – with GM-certified technicians and GM-approved parts, nobody knows your GM vehicle better.

** Conditions and limitations apply.

**TO HELP YOU PURCHASE A NEW VEHICLE:**

- **Purchase Financing** – on the spot financing at your GM dealership†
- **GM Student Bonus Program** – students or recent graduates of high school, college or university** may be entitled to receive a Student Bonus vehicle redemption allowance of $500 or $750†† (tax inclusive) (purchased vehicle dependant) to use towards the purchase, lease or finance of one eligible new Chevrolet vehicle.
- **The GM Card** – GM cardholders may redeem up to $3500 GM Card® Earnings (subject to Vehicle Redemption Allowances) toward the Total Purchase Price on eligible new GM vehicles.†† For full program details please visit **thegmcard.ca**

† Subject to eligibility. †† Program subject to change. ** Conditions and limitations apply.

**INFORMATION RESOURCES:**

You can find more information about these programs from your GM dealer, or at these information centres:

- The GM website at **gm.ca**
- The GM Customer Communication Marketing Centre at **1-800-GM-DRIVE** (**1-800-463-7483** or **1-800-263-3830** for TDD users).

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